



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

Date: April 22, 2015

To: Board of Wisconsin Department of Agriculture, Trade and Consumer Protection

From: Ben Brancel, Secretary *Ben Brancel*
Dan Smith, Administrator, Division of Agricultural Development *Paul R. Smith*

Subject: End of Year Summary, Alice in Dairyland

Presented By: Zoey Brooks, 67th Alice in Dairyland

Recommendation/Requested Action: Information only

Summary/Background:

Introduction – Alice in Dairyland is a public relations professional, serving as Wisconsin's Agriculture Ambassador, with the Division of Agricultural Development at the Wisconsin Department of Agriculture, Trade & Consumer Protection (DATCP).

Alice in Dairyland works for one year as a contract employee of DATCP. Zoey Brooks' year began in June 2014 and will end June 2015. During the year as "Alice" she promotes Wisconsin agriculture-working on behalf of our state's farmers and agribusinesses.

Alice is a unique and important part of Wisconsin's promotional and informational efforts, connecting consumers to agriculture by conducting media interviews, speaking at urban and rural community events and educating students.

Since the Alice in Dairyland program's beginning in 1948, the position has continued to expand. For more than six decades, she has evolved into an icon promoting Wisconsin's food, fuel and fiber.

Mission Statement – To support agricultural business by educating the general public about the vital role agriculture plays in the economy, environment and quality of life in Wisconsin.

Agriculture generates \$88 billion for Wisconsin

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67th Alice in Dairyland – Zoey Brooks, a native of Waupaca, grew up as a member of the sixth generation on her family's dairy and grain farm. She graduated in 2014 from the University of Wisconsin-Madison with a degree in animal science. She served as Dane County Farm Bureau's Ag in the Classroom coordinator and as a Director At-Large for her Collegiate Farm Bureau. She has held internships with the Food Export Association of the Midwest and with UW-Extension. Brooks has also gained experience working with the Wisconsin Land and Water Conservation Association. Following her year as Alice, she looks forward to returning to production agriculture on her family farm.

Key Messages – Throughout the year, Zoey focused on two key messages that reflect the goals and work plan of DATCP, adapting them based on the audience:

- Agriculture is a diverse industry vital to Wisconsin's economic development, generating an \$88 billion annual impact.
- Buying Wisconsin grown and produced products supports Wisconsin agriculture and local farmers, producers, processors, communities and economies.
- Wisconsin consumers know the value and quality of Wisconsin agricultural products, and so do people around the world. Wisconsin exported more than \$3.2 billion in agricultural products to more than 150 countries in 2013.

Goals – Progress through April 21, 2015

Goal 1: Generate media coverage with 60 television interviews, 150 radio interviews and 60 print interviews and 1000 internet postings targeting the Alice in Dairyland key messages or incorporating the missions of Alice, Division of Agricultural Development or DATCP.

Result: Generated media coverage with 64 television interviews, 161 radio interviews, 109 print interviews and 900 internet postings featuring key messages.

Social Media: Zoey continued to enhance the visibility of the Alice program through the use of social media, specifically focusing on Facebook and Twitter. During her year so far, the Alice Facebook page increased from 1,731 "likes" to 2,798 "likes". Twitter followers increased by just over 1,000.

Goal 2: Give speeches to diverse audiences including at least one of the key messages.

Result: Gave 164 speeches that included at least one of the key messages.

Audiences ranged from preschool students through senior citizen organizations in both rural and urban settings.

Goal 3: Develop and execute 3 industry partnerships for campaign blitzes.

Result: Developed and executed 5 industry partnerships for campaign blitzes.

July: Wisconsin Agri-Tourism

September: Soybeans (Sponsored by the Wisconsin Soybean Marketing Board)

October: Farm to School

November/December: Something Special *from* Wisconsin™
February: Cranberries

The Alice program completed a record 5 media campaigns during Zoey's year. Each of these campaigns included an intensive 2-4 weeks dedicated to media stops promoting various facets of Wisconsin agriculture. Zoey committed herself to enhancing the Alice media list and secured repeat interviews with many new news outlets across the state. These contacts will be passed on to the next Alice for continued growth.

Program Direction and Partnerships – Alice accomplishes her goals through the support of many Wisconsin partner organizations.

To encourage the use of ethanol, Zoey has driven an E-85 flex-fuel Chevrolet Tahoe, made possible through a partnership with the **Wisconsin Corn Promotion Board**. To date, she has traveled more than 37,000 miles to hundreds of events while fueling up with E-85, a renewable fuel made from locally grown corn. E-85 is a blend of 85 percent ethyl alcohol and 15 percent gasoline that is produced from the starch in agricultural products such as corn and switch grass.

The **Wisconsin Milk Marketing Board** (WMMB) created the programming Zoey presented to almost 8,000 students with an additional 1,000 students anticipated in April and May. In the fourth grade classrooms, a program called Mapping a Healthy Wisconsin educates students about healthy foods grown in Wisconsin through a trivia game format. WMMB puts this presentation together and provides the Alice program with training, materials and support in addition to providing financial support for the program.

The **Kettle Moraine Mink Breeders Association** provided Zoey with a beautiful mink coat, custom made for her after she learned about the mink industry. Wisconsin is known for having some of the highest-quality mink pelts in the world. The coat promotes Wisconsin's mink ranchers and the number one ranking in production and sales of mink pelts.

The **Wisconsin Jewelers Association** helps to increase the visibility and impact of Alice in Dairyland with the use of specially designed tiara and brooch. The tiara, made of 14 karat golds and platinum, has three scallops lined in diamonds and features the amethyst and citrine stones which are indigenous to Wisconsin.

The **Wisconsin Soybean Marketing Board** partnered with the Alice in Dairyland program to promote Wisconsin soybeans. The September Soybean Month media campaign highlighted some of the many uses for soy as well as the nutritional benefits.

Selection of the 68th Alice in Dairyland

The 68th Alice in Dairyland Finals will be held in Manitowoc County, May 7-9, 2015.

The success of the Alice in Dairyland program is dependent on partnerships that offer financial and educational support.

The program welcomes feedback from the Board in its ongoing efforts to continue building partnerships, which will maximize the benefits to the agriculture community.